

An application of principle of the competitive space demands accelerator to assessment of the mobile communication Market development in the Czech Republic

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Abstract

Purpose of the article The research presented in this article has focused on the assessment of development in the mobile communication market in the Czech Republic. There are two main aspects presented in this paper result of long term monitoring of mobile market development, with the emphasis on behavior of mobile service providers in the Czech Republic, and testing of the competitive space demands accelerator as the principle describing the development of competitive space.

Methodology/methods Applied methods have employed qualitative approaches to research case studies; data collection has been based mainly on the content analysis of sources, special-purpose group interviews, semi-structured interviews, experiments, observation and application of continuously developed approaches to the assessment of behavior of companies on the basis of the success-ability concept.

Scientific aim The key objective of introduced article is to verify the possibility of application of principle of the Competitive Space Demands Accelerator for an assessment of selected market.

Findings Most of the considerations as regards strengthening of company competitiveness are based on the need to respond to the increase in demands of competitive environment, which is usually connected with increasing demands of customers. Companies usually play the role of responding subjects or, as the case may be, anticipating such increase. Assessment of situation in the market, employing the principle of the accelerator of demands of competitive environment, anticipates that - to a large extent - this increase in requirements and demands is called, on the contrary, by the activity of companies and - as paradox - especially by their effort to strengthen their own competitiveness.

Conclusions The limiting factor of presented conclusions is - in a certain extent - the focus on specific industry, in the particular context perceived as the industry of services. We can assume that span in competitive reaction might be longer in case of another type industry, technologically focusing on innovations or generally lower imitation possibility. Nevertheless, the principle of change and, in particular, acceleration, would still be maintained.

Keywords: competitiveness, competitive advantage, mobile communication, competitive strategy

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